

ORDER

Flight Dates 07/24/12-08/01/12

Product

Wil Cardon for Senate 2012

Original Date / Revision

Contract / Revision

15% Agency Com

07/31/12 07/31/12

304757

Billing Contact

Advertiser Cardon / Republican / Senate

PO Box 288

Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

Sales Office EWSDC

500 N Washington Street - Suite #3

Sales Region NAT

Alexandria, VA 22314

Agency Ref

Order Sep 00:10:00

Filli Daic

TV: 07240730 :30's

Estimate # Alt_Order#

Billing Type Cash

Order Type

GENERAL

Billing Cycle

EOM/EOC

Billing Calendar BROADCAST

A25-54 Demographic

Rev Codes

POL

POL

CAND

Product Codes PL

Advertiser Ref

Priority

P-6

Primary Account Executive

Dave Lombardo

Start Date End Date Account Executive Order% Dave Lombardo 100% Tanya Winscott %

> Order Share % Market Value

Competi	ng Station % of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Billing Plan **Order Totals**

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount July 2012 77 \$27.918.25 \$32.845.00 0.00 06/25/12 07/29/12 \$27.918.25 \$32.845.0C 77 \$6,846.75 \$8,055.00 \$8,055.00 0.00 07/30/12 08/01/12 16 August 2012 16 \$6,846.75

93 \$34,765.00 \$40,900.00 0.00 Totals

							[lota	us
Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 KNXV 07/24/	12 07/30/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	222 22	- :30	10	\$100.00 P-3	0.00 NM	10	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/23/12	07/29/12	-22 22	8	\$100.00	0.00						
Week: 07/30/12	08/05/12	2	2	\$100.00	0.00						
Spot Ch Date R	ange <u>[</u>	<u>Description</u>	<u>Star</u>	t/End Time		<u>Weekdays</u>	Len	<u>gth</u> <u>Rate</u>	Rtg Type		
10 KNXV 07/30/1	12-08/05/12 N	<i>II-F</i> 5-6am	5am	-6am		M	:	:30 (\$100.00)	0.00 NM		
See MG 1.	11										



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<u>Hiatus Dates</u>

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Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730:30's

									Tota	ils
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Spot			Rtg Type		Amount
1 KNXV 07/24/12 07/30/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	22222-	- :30	10 \$	100.00 P-3	0.00 NM	10	\$1,000.00
Start Date End Date Week: 07/30/12 08/05/12 Spot Ch Date Range [11 KNXV 07/31/12-08/01/12 f	Weekdays 2 Description			Rating 0.00	<u>Weekdays</u> -TW -	Length :30		Rtg Type 0.00 NM		
2 KNXV 07/24/12 07/30/12	M-F 6-7am M-F 6-7am	СМ	6am-7am	22222-	- :30	10 \$2	225.00 P-3	0.00 NM	10	\$2,250.00
Start Date End Date Week: 07/23/12 07/29/12 Week: 07/30/12 08/05/12 Spot Ch Date Range I 10 KNXV 07/30/12-08/05/12 I See MG 2.11	Weekdays -2222 2 Description	Star		<u>Rating</u> 0.00 0.00	<u>Weekdays</u> M	Length :30	<u>Rate</u> (\$225.00)	Rtg Type 0.00 NM		
11 KNXV 07/31/12-08/01/12 I	M-F 6-7am	6am	-7am		-TW	:30	\$225.00	0.00 NM		
3 KNXV 07/24/12 07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222-	- :30	10 \$:	225,00 P-3	0.00 NM	10	\$2,250.00
10 KNXV 07/30/12-08/05/12	<u>Weekdays</u> -2222 2 <u>Description</u>	<u>Star</u>	. —	Rating 0.00 0.00	Weekdays M	Length :30	<u>Rate</u> (\$225.00)	Rtg Type 0.00 NM		
See MG 3.11										
11 KNXV 07/31/12-08/01/12 I	VI-F 7-9am	7am	-9am		-TW	:30	\$225.00	0.00 NM		
11 KNXV 07/31/12-08/01/12 0 ⊕ MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12	Sa 6-7am GMA	CM	-9am 6am-7am	s			\$225.00 \$75.00 P-6	<u></u>		\$75.00
	Sa 6-7am GMA Sa 6-7am Good	CM	6am-7am	s Rating 0.00				<u></u>		\$75.00
● MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12 Start Date End Date	Sa 6-7am GMA Sa 6-7am Good <u>Weekdays</u> S-	CM Moming , Spots/Week 1 CM	6am-7am Rate	Rating	- :30	1 :		<u></u>		\$75.00 \$75.00
 MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12 Start Date End Date Week: 07/23/12 07/29/12 	Sa 6-7am GMA Sa 6-7am Good WeekdaysS- Su 6-7am GMA	CM Moming , Spots/Week 1 CM	6am-7am Rate \$75.00 6am-7am	Rating 0.00	- :30	1 :	\$75.00 P-6	0.00 NM	1	·
● MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12 Start Date End Date Week: 07/23/12 07/29/12 5 KNXV 07/29/12 07/29/12 Start Date End Date	Sa 6-7am GMA Sa 6-7am Good WeekdaysS- Su 6-7am GMA Su 6-7am Good WeekdaysS	CM Moming , Spots/Week 1 CM Morning , Spots/Week	6am-7am Rate \$75.00 6am-7am Rate	Rating 0.00	- :30 S :30	1 5	\$75.00 P-6	0.00 NM 0.00 NM	1	·
● MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12 Start Date End Date Week: 07/23/12 07/29/12 5 KNXV 07/29/12 07/29/12 Start Date End Date Week: 07/23/12 07/29/12	Sa 6-7am GMA Sa 6-7am Good WeekdaysS- Su 6-7am GMA Su 6-7am Good WeekdaysS	CM Moming , Spots/Week 1 CM Morning , Spots/Week 1	6am-7am Rate \$75.00 6am-7am Rate \$75.00	Rating 0.00 	- :30 S :30	1 5	\$75.00 P-6 \$75.00 P-6	0.00 NM 0.00 NM	1	\$75.00
MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12 Start Date	Sa 6-7am GMA Sa 6-7am Good WeekdaysS- Su 6-7am GMA Su 6-7am Good WeekdaysS M-F 9am-10am Sonoran Living Weekdays -1111 1	CM Moming / Spots/Week 1 CM Morning / Spots/Week 1 CM Spots/Week 4 1 CM	6am-7am Rate \$75.00 6am-7am Rate \$75.00 9am-10am Rate \$100.00	Rating 0.00 Rating 0.00 11111- Rating 0.00	- :30 S :30	1 5	\$75.00 P-6 \$75.00 P-6	0.00 NM 0.00 NM	1	\$75.00
MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12 Start Date	Sa 6-7am GMA Sa 6-7am Good WeekdaysS- Su 6-7am GMA Su 6-7am Good WeekdaysS M-F 9am-10am Sonoran Living Weekdays -1111 1 M-F 11am-12pm ABC15 News at Weekdays -1111 1 Description	CM Moming / Spots/Week 1 CM Morning / Spots/Week 1 CM Spots/Week 4 1 CM 11AM Spots/Week 4 1 Star	6am-7am Rate \$75.00 6am-7am Rate \$75.00 9am-10am Rate \$100.00 \$100.00	Rating 0.00 Rating 0.00 11111- Rating 0.00 0.00 0.00	- :30 S :30	1 5	\$75.00 P-6 \$75.00 P-6 100.00 P-3 \$80.00 P-6	0.00 NM 0.00 NM	1 5 5	\$75.00 \$500.00
MG for 3.10 07/30 4 KNXV 07/28/12 07/28/12 Start Date	Sa 6-7am GMA Sa 6-7am Good WeekdaysS- Su 6-7am GMA Su 6-7am Good WeekdaysS M-F 9am-10am Sonoran Living Weekdays -1111 1 M-F 11am-12pm ABC15 News at Weekdays -1111 1 Description M-F 11am-12pm	CM Moming , Spots/Week 1 CM Morning , Spots/Week 1 CM Spots/Week 4 1 CM 11AM Spots/Week 4 1 1 11AM Spots/Week 1 1 Star 11ar	6am-7am Rate \$75.00 6am-7am Rate \$75.00 9am-10am Rate \$100.00 \$100.00 11am-12pm Rate \$80.00 \$80.00 t/End Time	Rating 0.00 Rating 0.00 11111- Rating 0.00 0.00 11111- Rating 0.00	- :30 S :30 - :30	1 5 5 5 Length	\$75.00 P-6 \$75.00 P-6 100.00 P-3 \$80.00 P-6	0.00 NM 0.00 NM 0.00 NM	1 5 5	\$75.00 \$500.00



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Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

TV: 07240730 :30's

										Tota	ls
Ln Ch	Start	End	Inventory Code		Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type S	oots	Amount
<u> </u>			M-F 430pm-5pm M-F 430pm-5pm								
Sta Week: 07	art Date	End Date 07/29/12	<u>Weekdays</u> -1111	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00					•
Week: 07		08/05/12	1	1	\$225.00	0.00					
	Date Ra		escription		/End Time		Weekdays L		Rtg Type 0.00 NM		
	v u //3u/11 ee MG 8.6		I-F 430pm-5pm	430p	m-5pm		v	.30 (\$223.00)	0.00 14101		
			-F 430pm-5pm	430p	m-5pm		-TW	:30 \$225.00	0.00 NM		
	G for 8.5 (•			_			
9 KNXV	07/24/1	2 07/30/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111-	- :30	5 \$200.00 P-6	0.00 NM	5	\$1,000.00
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			ĺ		
Week: 07 Week: 07	. —	07/29/12 08/05/12	-1111 1- 	4	\$200.00 \$200.00	0.00 0.00					
		12 07/30/12		CM	5pm-530pm	11111-	- :30	5 \$450.00 P-3	0.00 NM	5	\$2,250.00
10 10177	0172471	12 01/00/12	M-F 5pm-530pm	=	opin coopin	2-2-2		•	• • • • • • • • • • • • • • • • • • • •	-	4-1
<u>St</u>	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			- 1		
Week: 07	. —	07/29/12 08/05/12	-1111 1	4	\$450.00 \$450.00	0.00 0.00					4,1
Week: 07		12 07/30/12		CM	6pm-630pm	11111-	- :30	5 \$450.00 P-3	0.00 NM	5	\$2,250.00
			M-F 6pm-630pm						,		
<u>St:</u> Week: 07	art Date	End Date 07/29/12	<u>Weekdays</u> -1111	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00	1				
Week: 07		08/05/12	1	1	·	0.00					
	<u>h Date Ra</u>		escription		/End Time				Rtg Type		
	V 07/30/1: ee MG 11.		I-F 6pm-630pm	ьрт-	-630pm		M	:30 (\$450.00)	MN 00.0		
		-	l-F 6pm-630pm	6pm	-630pm		-TW	:30 \$450.00	0.00 NM		
	G for 11.5			,	·						
12 KNXV	07/28/1	12 07/28/12	Sa 6pm News SA 6pm-630p	СМ	6pm-630p	-- \$	- :30	1 \$250.00 P-3	0.00 NM	1	\$250.00
<u>St</u> Week: 07	<u>art Date</u> 1/23/12	End Date 07/29/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00					
13 KNXV	07/29/1	2 07/29/12	Su 5pm News	CM	5pm-530pm		\$:30	1 \$250.00 P-3	0.00 NM	1	\$250.00
C4.	Data	End Data	SU 5pm-530pm N		Rate	Rating]		
<u>এর</u> Week: 07	<u>art Date</u> 7/23/12	<u>End Date</u> 07/29/12	<u>Weekdays</u> S	Spots/Week	\$250.00	0.00					
			M-F 630pm-7pm M-F 630pm-7pm	СМ	630pm-7pm	11111-	- :30	5 \$750.00 P-3	0.00 NM	5	\$3,550.00
<u>St</u>	art <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					*
Week: 07		07/29/12	-1111 1	4	\$700.00	0.00	ŧ		ł		
Week: 07		08/05/12 12 07/28/12	SA 630pm-7pm	CM	\$750.00 630pm-7pm	0.00 s	- :30	1 \$450.00 P-3	0.00 NM	1	\$450.00
10 14444	0112011	12 01120/12	SA 630pm-7pm	O.W.	000pm / pm			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			•
<u>St</u> Week: 07	art Date	End Date 07/29/12	Weekdays S-	Spots/Week	<u>Rate</u> \$450.00	<u>Rating</u> 0.00					
			Monday Prime C	CM	9pm-10pm	M	- :30	1 \$3,500.00 P-2	0.00 NM	1	\$3,500.00
IO KINA	011301	- 0110011Z	Glass House		-b (Ab.,,	.,		,			
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			1		
Week: 07		08/05/12	M	1		0.00	.20	4 62 000 00 B 2	0.00.004	1	\$2,000.00
17 KNXV	07/25/1	12 07/25/12		CM	9pm-10pm	w	- :30	1 \$2,000.00 P-3	0.00 NM	1	φ∠,000.00



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Order Sep

00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

TV: 07240730 :30's

										Tota	le
Ln Ch Star	t End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ots	Rate Pri	Rtg Type		Amount
		Wednesday Pnm Final Witness	ie C			· · · · · · · · · · · · · · · · · · ·	T				
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/23/12	07/29/12	W		\$2,000.00	0.00	 ,					
18 KNXV 07/27	7/12 07/27/12	Friday Prime A Shark Tank	СМ	7pm-8pm	F	- :30	1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 07/23/12 E 19 KNXV 07/27	07/29/12		CM	\$2,000.00 8-10pm	0.00	- :30	+	\$1,000.00 P-3	0.00 NM	0	\$0.00
		Friday 8-10pm		·		.50		φ1,000.001 -0	0.00 744	ľ	ψ0.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00					ł	
Spot Ch Date		escription		t/End Time		<u>Weekdays</u>	Ler		Rtg Type	ŀ	
1 KNXV 07/23	/12-07/29/12 F	riday 8-10pm	8-10	pm		F	-	:30 (\$1,000.00)	0.00 NM	j	
Credited (Credit F	Ruver did not re	espond to MG Offe	r in time 1							ŀ	
20 KNXV 07/27			CM	8-10pm		- :30	1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
		Friday 8-10pm				.50		ψο,000.001	0.00 144		φο,οοο.οο
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00					1	
		ABC Saturday Pr Saturday Prime		7pm-10pm	s	- :30	1	\$1,500.00P-3	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					•	
Week: 07/23/12	07/29/12	S-		\$1,500.00	0.00			<u> </u>		i	
22 KNXV 07/29	9/12 07/29/12	Sunday Prime A AFHV	CM	6pm-7pm		s :30	1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date		Weekdays	Spots/Week	Rate	Rating					ł	
Week: 07/23/12	07/29/12	S		\$2,000.00	0.00 m 11111-	- :30	5	\$850.00 P-3	0.00 NM	5	\$4,250.00
23 KNXV 07/24		10pm News	CM	10pm-1035p		- :50	o O	\$650.00 F-S	0.00 19191	3	φ4,230.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> -1111	Spots/Week	<u>Rate</u> \$850.00	Rating 0.00	1]	
Week: 07/30/12	08/05/12	1	1	\$850.00	0.00					ļ	
24 KNXV 07/28	3/12 07/28/12	SA 10-1035pm 10pm News	СМ	10pm-1035p	omS	- :30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 07/23/12	07/29/12	S-	1	\$450.00	0.00						
25 KNXV 07/29	9/12 07/29/12	SU 10-1035pm 10pm News	CM	10pm-1035p	om	s :30	1	\$850.00 P-3	0.00 NM	1	\$850.00
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$850.00	Rating 0.00						
26 KNXV 07/24	1/12 07/30/12	M-F 1035pm-110 Nightline	2pm CM	1035pm-110	2pm 11111-	- :30	5	\$350.00 P-3	0.00 NM	5	\$1,750.00
Start Date		<u>Weekdays</u>	Spots/Week		Rating					ĺ	
Week: 07/23/12	07/29/12	-1111 1	4	\$350.00 \$350.00	0.00 0.00					Ī	
Week: 07/30/12	08/05/12	Su 4pm/430pm N	I OMS SWOL		0.00 0pm-5[:	s :30	1	\$150.00 P-3	0.00 NM	1	\$150.0
		Su 4pm/430pm N	Vews	(4:00 PM-4:3	60 PM)	.50	1	Ψ100.001-0	0.00 14141		Ψ100.0
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00)	